CLAIMS

1.   (Currently amended)   A system for displaying multiple packages for purchase by consumers, said system comprising a segmented display that identifies characteristics of a single entity and codes each segment of said segmented display to differentiate each characteristic from other characteristics of said segmented display and positioning said multiple packages ~~proximate~~ spaced apart from said segmented display, each of said multiple packages further exhibiting at least one of said codes to enable a consumer to associate a package with a characteristic of said entity.

2.   (Original)   The system of claim 1 wherein said code is a color code.

3.   (Original)   The system of claim 1 wherein said code is a numeric code.

4.   (Original)   The system of claim 1 wherein said code is an alphabetic code.

5.   (Original)   The system of claim 1 wherein said segmented display is a pie chart display.

6.   (Original)   The system of claim 1 wherein said single entity is a domestic pet and said multiple packages comprised health or exercise related products for said domestic pet.

7.   (Original)   The system of claim 6 wherein said domestic pet comprises a member selected from the group consisting of dogs, cats and birds.

8.   (Original)   The system of claim 1 wherein said multiple packages are displayed in sub groups of more than one package per sub group, all packages within each sub group being related by displaying a common code.

9.   (Original)   The system of claim 8 wherein packages displayed within said sub groups are displayed in a predetermined ascending or descending order.

10.   (Original)   The system of claim 9 wherein said order is determined by the cost of each package.

11.   (Original)   The system of claim 9 wherein said order is determined by the efficacy or complexity of each item.

12.   (New)   A system for displaying multiple packages for purchase by consumers, said system comprising a segmented pie chart display that identifies characteristics of a single entity and color codes each segment of said segmented pie chart display to differentiate each characteristic from other characteristics of said

segmented pie chart display and positioning said multiple packages spaced apart from said segmented pie chart display, each of said multiple packages further exhibiting at least one color of said color codes to enable a consumer to associate a package with a characteristic of said entity.